



Web Typography, PART I

WAYS THAT TYPE HAPPENS ON THE WEB

TEXT IN IMAGES

- *uses fonts in graphic files (jpeg, png, svg)*
- *visually limitless*
- *unsearchable on their own; capable of searching when used in combination with varied css techniques*

WEB-SAFE FONTS

- *makes use of system fonts already on the viewer's device(s)*
- *choices are limited*
- *universal access*
- *free*

EMBEDDING SERVICES

- *serves up fonts on a remote server made available by a third-party provider*
- *relatively simple*
- *techniques vary based on the provider*
- *many choices*
- *can be both free and fee-based*
- *licenses potentially sticky*
- *fee-based have higher-quality fonts*

@FONT-FACE EMBEDDING

- *serves up fonts to the viewer that are placed on the server that hosts the web site*
- *techniques vary*
- *requires appropriate licensing /ownership of font files*

SIZING OPTIONS

Get used to flexible sizing: percentages, ems, and vw units:

PIXELS	PERCENTAGES	EMS
SIXTEEN PIXEL SCALE h1 32px h2 24px h3 18px body 16px	= h1 200% h2 150% h3 133% body 100%	= h1 2em h2 1.5em h3 1.125em body 100% p 1em
TWELVE PIXEL SCALE h1 24px h2 18px h3 14px body 12px	= h1 200% h2 150% h3 117% body 75%	= h1 1.5em h2 1.3em h3 1.17em body 100% p 0.75em

Setting font size in pixels is the best way to ensure that the type appears at the size you intended

The default size of text in a web browser is 16 pixels. Using percentages of this amount, you

Ems allow you to change the size of text relative to the size of the text in the parent element. Since

CSS-TRICKS

ARTICLES VIDEOS ALMANAC NEWSLETTER GUIDES BOOKS

FLUID TYPE TYPOGRAPHY

Viewport Sized Typography

Chris Coyier on Jan 19, 2020

AWS Amplify - the fastest, easiest way to develop mobile and web apps that scale.

There are values in CSS that are for sizing things in relation to the viewport (the size of the browser window). They are called **viewport units**, and there are a number of them that do slightly different (all useful) things. One unit is 1% of one of the axes of the viewport. These can be useful for responsive design, that is, designing websites that look good across different screen sizes, taking advantage of the space available to them.

There are many things you can do with viewport units, but let's look at one in particular: **typography**.

Hey! It's worth looking at our more recent post [Simplified Fluid Typography](#) for practical, clamped, viewport-based type sizing.

Why is this awesome?

There are many reasons. Here are two:

1. There is a such thing as a comfortable line



OCTOBER 16, 2012
Rethinking design, from comping to grids.

The Infinite Grid

by **CHRIS ARMSTRONG**

Grid systems are a key component of graphic design, but they've always been designed for canvases with fixed dimensions. Until now. Today you're designing for a medium that has no fixed dimensions, a medium that can and will shape-shift to better suit its environment—a medium capable of displaying a single layout on a smartphone, a billboard in Times Square, and everything in between. You're designing for an infinite canvas—and for that, you need an infinite grid system. Discover techniques and guidelines that can help bring structure to your content whatever the screen size.

Responsive Comping: Obtaining Signoff with Mockups

by **MATT GRIFFIN**

If you're making websites, chances are you've given some thought to what constitutes a responsive-friendly design process—and you've probably found

AN EVENT APART
coming to a city near you

EDITOR'S CHOICE
originally ran: November 29, 2011

Getting Started with Sass

by **DAVID DEMAREE**

CSS' simplicity has always been one of its most welcome features. But as our sites and apps get bigger and become more complex, and target a wider range of devices and screen sizes, this simplicity—so welcome as we first started to move away from font tags and table-based layouts—has become a liability. Fortunately, a few years ago developers Hampton Catlin and Nathan Weizenbaum created a new style sheet syntax with features to help make our increasingly complex CSS easier to write and manage—and then used a preprocessor to translate the new smart syntax into the old, dumb CSS that browsers understand. Learn how Sass

Search ALA

GO

include discussions

Topics

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[Design >](#)

[Mobile >](#)

[Process >](#)

[User Science >](#)



Sit OR Stand with the push of a button. GeekDesk!

Ad via The Deck

JOB BOARD

[NBC Universal is looking for a Lead Systems Analyst](#)

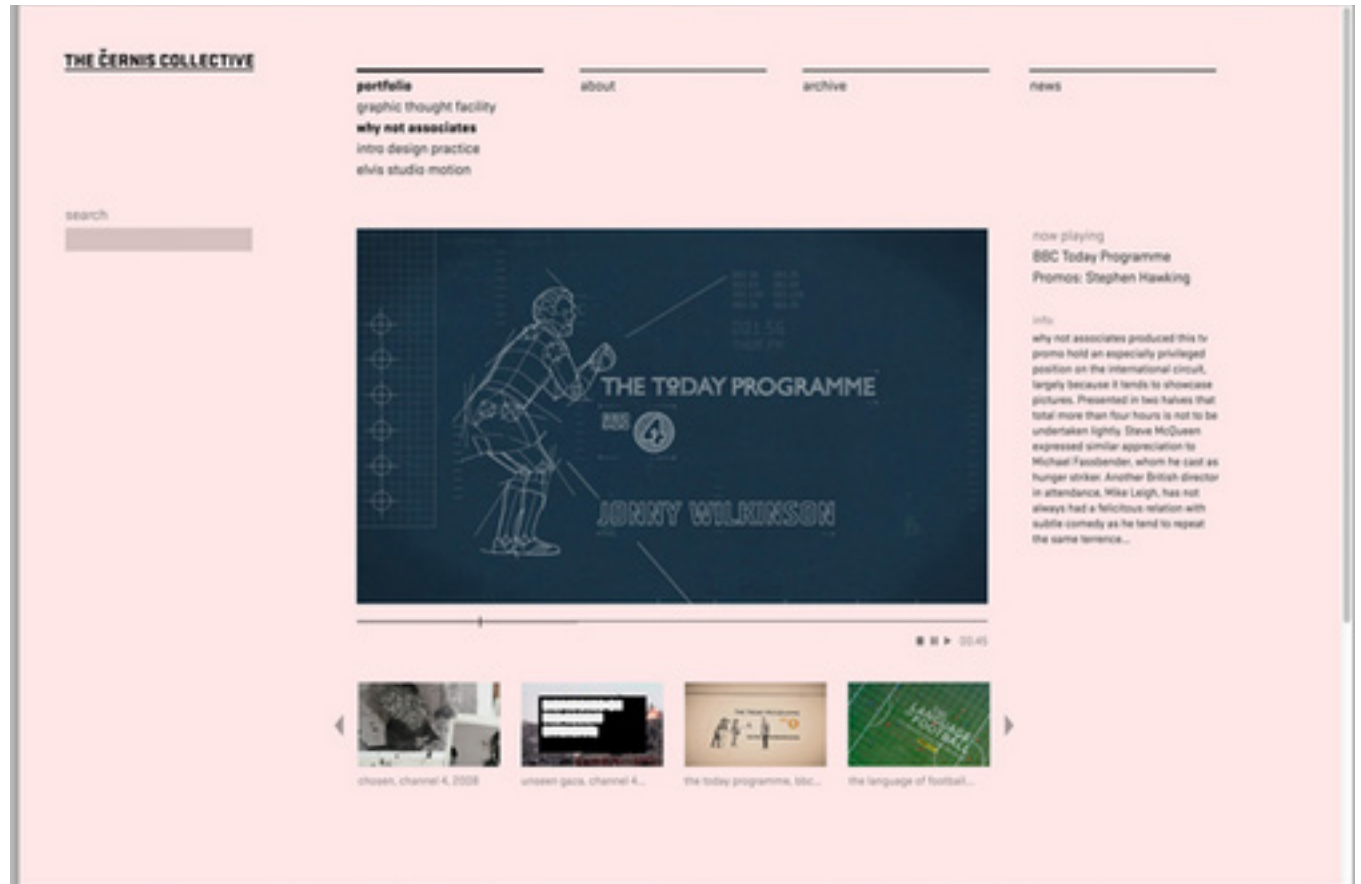
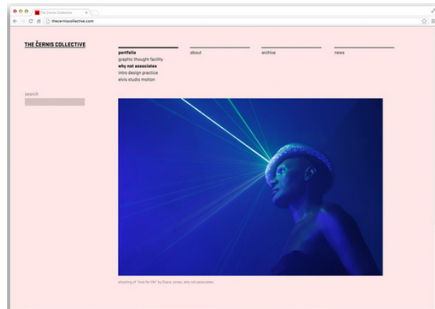
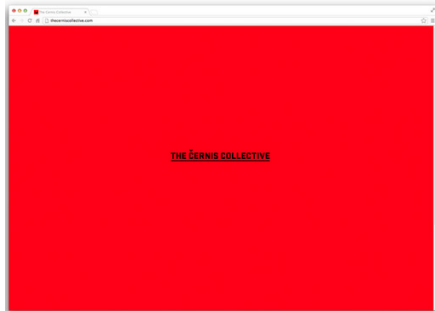
▾

More on the [Job Board](#).

A Book Apart



WHY NOT ASSOCIATES: CERNIS COLLECTIVE





*jt^{anrin}
on gen
E.*

pith & pulp

— not an image, but perhaps a reversion to type.



The Manual #1 feat. articles from he who is I, 2011 → [More](#)

PREFACE

I'm Jon Tan, a designer living in Bristol, UK. I'm a partner at [Fictive Kin](#), and co-founder of [Fontdeck](#), and [Mapalong](#).

LATELY in the LOG

[Anakin](#) — Tue, 26th Jun 2012 {4}

I'm pleased to be able to say that Analog is joining forces with Fictive Kin! We already work together on Brooklyn Beta...

[We, Who Are Web Designers](#) — Mon, 19th Sep 2011 {65}

In 2003, my wife Lowri and I went to a christening party. We were friends of the hosts but we knew almost no-one else...

Curious ASIDES

[Mapalong places.](#)

[Twitter moments.](#)

[Flickr tableaus.](#)

[Instagram fun.](#)

[Delicious bookmarks.](#)

[Lanyrd events.](#)

[Explore asides](#) →

The Secret Handshake is an online resource for student designers and young creatives (18-25) looking for insider insight, honest answers and solid solutions to help you go pro.





Welcome

Welcome

Blog

Speaking

Writing

I'M JINA. I LIKE SUSHI & ROBOTS

Jina is a designer and artist living in San Francisco. She likes fancy food, whisky, dark and vintage fashion, Batman, and cats. She loves [art in her coffee](#).

Jina enjoys creating beautiful user experiences, [speaking at conferences](#) about it, and occasionally writing about it. She works as a product designer at [Do](#). **She is very happy there and is not looking for new work.** Previously, Jina has worked as a visual and interaction designer at some amazing companies including [Apple](#), [Engine Yard](#), and [Crush + Lovely](#).

She is a fan of [Sass](#). She ported [320 and Up](#) over to Sass, and she is helping out with [Team Sass Design](#) and [Susy Next](#).

Contact her: jina@sushiandrobots.com



Photo *by* Amber Carson Miller

HTML:

```
<h1> Trailhead #3: Text, Link and Image  
Holler </h1>
```

CSS:

```
h1 {  
font-family: Verdana, Geneva, sans-serif;  
font-size: 2em;  
font-weight: bold;  
text-transform: lowercase;  
line-height: 2em;  
text-align: center;  
color: green;  
}
```

**trailhead #3:
text, link and
image holler**

HTML:

```
<div id="header">  
  <h1 class="name"> { &nbsp;the camp  
  site&nbsp;} </h1>  
  <h1 class="subtitle"> an html / css  
  demo site </h1>  
</div>
```

CSS:

```
#header h1.name {  
  font-family: Georgia, Times, serif;  
  font-size: .85em;  
  font-weight: normal;  
  letter-spacing: .85em; }  
#header h1.subtitle {  
  font-family: Georgia, Times, serif;  
  font-size: .75em;  
  font-weight: normal;  
  font-style: italic;  
  letter-spacing: none;  
  line-height: 1em; }
```

{ t h e c a m p s i t e }
an html / css demo site

Yes, non-system web fonts are possible.



&

&

&

&

&

&

&

&

&

&

Hundreds of free, open-source fonts *optimized for the web*

Just 3 quick steps between you and a good lookin' website

1. Choose:

Search or browse hundreds of font families, then add the ones you like to your Collection.

2. Review:

Compare and refine your Collection, even see the styles in a dynamic sample layout.

3. Use:

Grab the code we prepare and you're ready to add the Collection to your website!

Start choosing fonts

0 font families in your Collection ^

Choose

Review

Use

GOOGLE WEB FONTS EX:
DADAAB STORIES

Follow [dadaabstories](#) [tumblr.](#)

DADAAB STORIES
500,000 Refugees.
Countless Stories.

ONE CAMP. HALF A MILLION REFUGEES. COUNTLESS STORIES.

The Dadaab refugee camp is the largest in the world. The people that live here have remarkable stories to tell — they just need a place to share them.

DADAAB STORIES

ABOUT CAMP LIFE THE ARTS CAMP SERVICES PERSPECTIVES PROFILES DIASPORA



ABOUT 826DC PROGRAMS WRITING GALLERY NEWS CALENDAR GET INVOLVED STORE CONTACT

"TRY AGAIN. FAIL AGAIN. FAIL BETTER."

BECOME A VOLUNTEER

DONATE TODAY

♦ ♦ ♦

"Every now and then, especially when struggling with words and writing, I think that I should tattoo [this Samuel Beckett quote] on my forehead so I can see it when I brush my teeth." -September Volunteer of the Month, Antonio Díaz Oliva

GOOGLE WEB FONTS: SYNTAX EXAMPLE


LINK FOR HTML HEAD TAG*:

```
<head>
<link href='http://fonts.googleapis.com/css?family=Sorts+Mill+Goudy:400,400italic'
rel='stylesheet' type='text/css'>
</head>

<body>
  <h1> This displays a font called Sorts
  Mill Goudy. </h1>
</body>
```

CSS:

```
h1 {
  font-family: "Sorts Mill Goudy", Georgia, serif;
  font-weight: 400;
  font-size: 3em;
  line-height: 1.15em;
  color: #fff;
  padding-bottom: 2em;
}
```



This displays a font called Sorts Mill Goudy.

Top recommended fonts from Google Web Fonts

You will find many criticisms of the quality of GWF's fonts and the amateurish nature of many of these typefaces. Google fonts is a collaborative open source project but many people think there should be a higher level of quality control.

Open Sans

Open Sans

Extrabold Italic

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin

This version
contains
***the complete 897
character set.***

Semibold Italic

Josefin Slab

JOSEFIN Slab

Slab version of

SOME TYPE-FRIENDLY CSS PROPERTIES

BASIC PROPERTIES

font:

font-family:

font-size:

font-weight:

font-style:

font-variant:

color:

SPACING PROPERTIES

margin:

margin-top:

margin-right:

margin-bottom:

margin-left:

padding:

padding-top:

padding-right:

padding-bottom:

padding-left:

hanging-punctuation:

line-height:

word-spacing:

letter-spacing:

baseline-shift:

text-align:

text-justify:

text-indent:

text-wrap:

white-space:

word-break:

vertical-align:

z-index:

MORE PROPERTIES

alignment-baseline:

border-top:

border-bottom:

border-style:

border-weight:

border-color:

column-count:

column-gap:

column-rule:

column-rule-style:

column-rule-color:

column-rule-width:

column-span:

column-width:

dominant-baseline:

text-decoration:

text-height:

text-outline:

text-shadow:

text-transform:

word-wrap:

Properties listed can be used alone or in combination with each other and other css rules.

Links

VISUAL SIGNIFICATION of LINKS and STATES

Hover over me

I'm pulsing

Hover over me

Hover over me

Hover over me



Hover & hold me

Hover over me

Hover over me

Hover over me

Hover over me



Hover over me



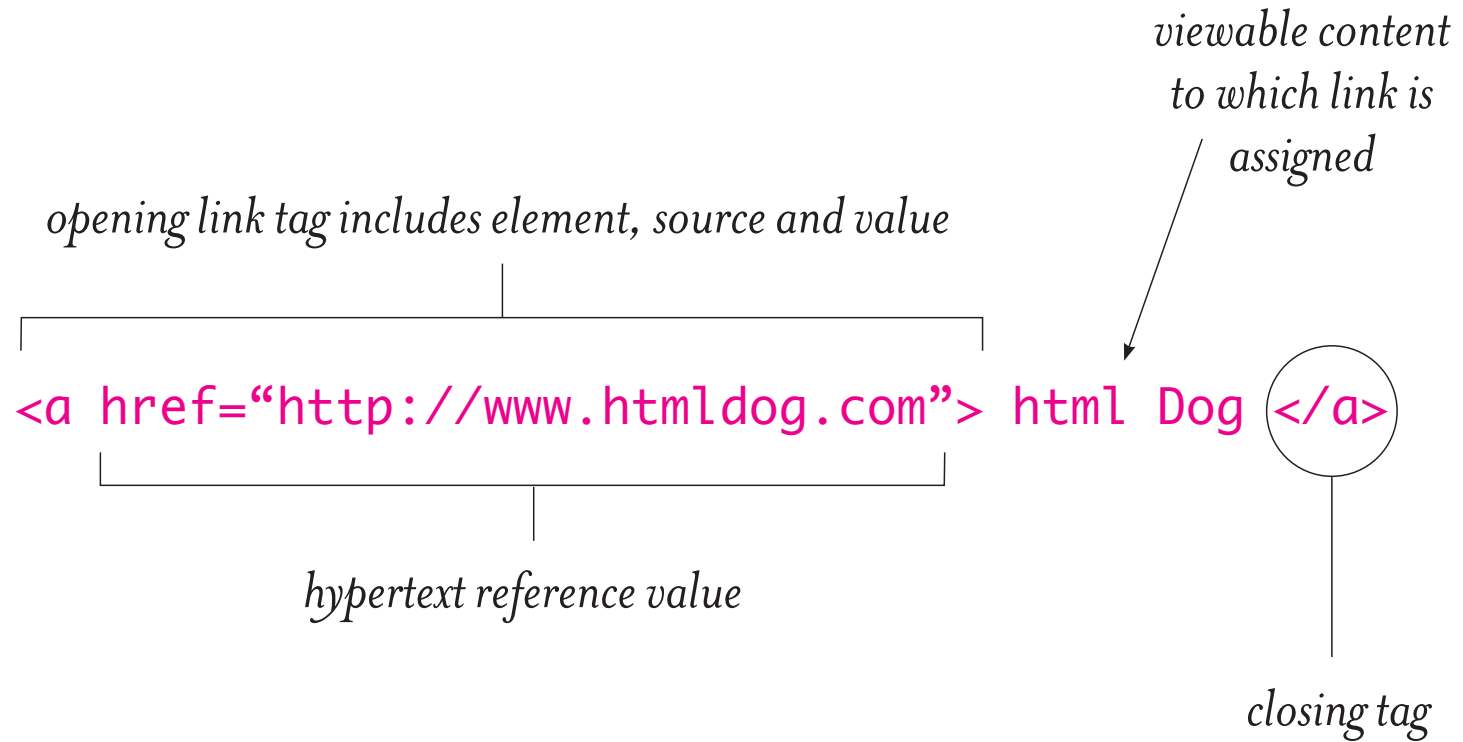
Hover over me

Hover over me

Hover over me

Hover over me

LINKS:
HTML SYNTAX



LINK DESTINATIONS: HREF DIFFERENCES

- Link to another, separate web site:

`<p>Visit Google for more information. </p>`

- Link to another page within the current site:

`<nav> About Us </nav>`

- Link to an anchor, a specific part of a page:

`<p> Link to a page anchor </p>`

- Link to an email address:

`<p> Email me if you have questions. </p>`

- Link to a file on the web:

`<p> Link to a downloadable PDF </p>`

- Open a link in a new browser window, by adding a target value of `_blank`:

`<p>Visit Google for more...`

LINK STATES:
REQUIRED CSS SEQUENCE

link (*the link itself*) — **a:link**

visited (*has been visited*) — **a:visited**

hover (*when mouse is over it*) — **a:hover**

active (*when being clicked*) — **a:active**

focus (*tabbing/assistive tool*) — **a:focus**

LINK STATES:
REQUIRED CSS SEQUENCE

- link (*the link itself*) — a:link
- visited (*has been visited*) — a:visited
- hover (*when mouse is over it*) — a:hover
- active (*when being clicked*) — a:active
- focus (*tabbing/assistive tool*) — a:focus

HTML (*partial*):

```
<p> With links, we can go to <a href="http://alistapart.com/article/css-positioning-101" target="_blank"> external web sites </a>, go to other pages within our own site, go to specific spots on lengthy pages, send an email, and download a document. ... </p>
```

CSS:

```
p { color: pink; font-family: Verdana, Geneva, sans-serif;}

p a:link { color: white; border-bottom: 1px white dotted; }
p a:visited { color: grey; }
p a:hover { color: yellow; }
p a:active { color: yellow; }
```

With links, we can go to external web sites, go to other pages within our own site, go to specific spots on lengthy pages, send an email, and download a document.



MAKING LINKS IN DREAMWEAVER

The screenshot displays the Adobe Dreamweaver interface. The top menu bar includes File, Edit, View, Insert, Modify, Format, Commands, Site, Window, and Help. The main workspace is divided into three panes:

- Source Code:** Shows the HTML code for `textAndLinks.html`. The code includes a paragraph explaining link styling, a heading `<h3> Link Demo </h3>`, and a paragraph with several links. Line 99 is highlighted, showing the following code:

```
<p> You can view the site's CSS file to study how the link states are styled for the following links: This is <a href="http://www.originalia.org" target="_blank">a link to an external web site that is styled with css</a>. It will open in a new window. This is a link to <a href="index.html">another page in this web site</a>. This is a link to <a href="http://www.originalia.org/students.htm#webResources" target="_blank">a specific spot on a page of another web site</a>. If you click <a href="mailto:mader@nku.edu" title="email test">here</a>, it will launch your email program to send me a message. And if you click <a href="PDFs/ArtV330_Vocab_4_WebType_Links.pdf" target="_blank">here</a>, it will download a PDF of the vocabulary sheet corresponding with this web page. </p>
```
- Preview:** Shows a visual representation of the page with colored overlays and labels: `{ layout }`, `{ text and links }`, `{ images }`, `{ responsive web }`, `{ navigation }`, `{ css3 }`, and `{ resources }`. The text "Link Demo" is visible in green, and the paragraph content is partially visible.
- Local Files:** A sidebar on the right lists various files and folders, including `css3_demos.html`, `demoPg_images.html`, `demoPg_links.html`, `demoPg_text.html`, `div_template_sample.css`, `div_template_sample.html`, `flexible_layout_sample.zip`, `fonts`, `images`, `images.html`, `index.html`, `index_test.html`, `layout.html`, `layout_demo_absolute_positioning.html`, `layout_demo_fixed_positioning.html`, `layout_demo_normalFlow.html`, `layout_demo_relative_positioning.html`, `NAV_tests`, `navigation.html`, `navigation_demos.html`, `opacity_test.html`, `PDFs`, `Position_Sample_Absolute_vs_Relative.html`, `resources.html`, `responsive.html`, `responsive_demos.html`, `starter_exercises`, `syntax.html`, `textAndLinks.html` (selected), `unstyled_text_sample.html`, and `webType_demos.html`.

The Properties panel at the bottom shows the current element is a Paragraph with the following settings:

- Format: Paragraph
- Class: None
- ID: None
- Link: `http://www.originalia.org`
- Target: `_blank`

The Document Title is `the camp site: artv330 demo site: Text and Li`. The status bar at the bottom indicates "1 local items selected totalling 9013 bytes." and "Log..."

MAKING LINKS IN DREAMWEAVER

```
Code Split Live
file:///Macintosh%20HD/Users/

94 </p>
95
96 <p> Link states can be styled on a per-element basis. That
is, you can specify links styles differently depending on
the parent element within which they occur, as in: h2
a:link, h2 a:visited, h2 a:hover and h2 a:active. </p>
97
98 <h3> Link Demo </h3>
99 <p> You can view the site's CSS file to study how the link
states are styled for the following links: This is <a href=
"http://www.originalia.org" target="_blank">a link to an
external web site that is styled with css</a>. It will open
in a new window. This is a link to <a href="index.html">
another page in this web site</a>. This is a link to <a href
="http://www.originalia.org/students.htm#webResources"
target="_blank">a specific spot on a page of another web
site</a>. If you click <a href="mailto:mader@nku.edu" title=
"email test">here</a>, it will launch your email program to
send me a message. And if you click <a href=
"PDFs/ArtV330_Vocab_4_WebType_Links.pdf" target="_blank">
here</a>, it will download a PDF of the vocabulary sheet
```

Properties

<> HTML CSS

Format Paragraph

ID None

Class None

Link <http://www.originalia.org>

Target _blank

Title

Document Title the camp site: artv330 demo site: Text and Li

Page Properties...

List Item...